

ADV #	ADV. NAME	ISS/AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC	BUYER NAME	EMILY MILHOAN	
		66 CANAL CENTER PLAZA, SUITE 555	SALES PRSN	WA- MEGHAN MCGARR (H)	
		ALEXANDRIA, VA 22314			
ORDER #	CONTRACT #	6333107	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	AMERICAN CROSSROADS	EST#953	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT2/12	OCT8/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED			DATE OCT3/12 14.54

REP: MAKEGOOD 10/3
 SPOT CANCELED ON LN 10
 MADE GOOD ON LN'S 11-12
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
10	S		900P-1000P	30		\$6,000.00	10/3	10/3	0		WED	0
PROGRAM : LAW & ORDER SVU CON COM1: LAW & ORDER SVU												
11	A		630P-700P	30		\$4,500.00	10/7	10/7	1		SUN	1
PROGRAM : NIGHTLY NEWS CON COM1: NIGHTLY NEWS												

AGENCY ADVERTISER CODE = 11
 AGENCY PRODUCT CODE = 27
 AGENCY EST# = 953

9/13

REP HEADLINE# 6333107 TRF# E:063331
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
 REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT3/12 14.54
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	A		730P-800P	30		\$1,500.00	10/8	10/8	1		MON	1
PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT												
OCT/12 42750.00												
CONTRACT TOTAL												42750.00
TOTAL SPOTS												11

MARKET TOTALS \$203,571 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SHARES ACCURATE.
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 797 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 42750	Campaign Ref: E:063331070
Buyer: ..	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
2	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
3	Mon 10p ET / 9p CT Revolution	02	7000	30	Nbr of Spots	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice	02	16000	30	Nbr of Spots	1	1	16000
5	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
6	Thu 10p ET / 9p CT Rock Center	01	7000	30	Nbr of Spots	1	1	7000
7	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
8	Tue 10p ET / 9p CT Parenthood	02	5000	30	Nbr of Spots	1	1	5000
9	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
Weekly Totals: Total Spots(Ord Spots)					7	4	11	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 797 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 42750	Campaign Ref: E:063331070
Buyer: ..	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	Sun 630p ET / 530p CT NBC Nightly NewsS	02	4500	30 Comme	Nbr of Spots 1		1	4500
11	M-F 730p Entertainment Tonight M.....	02	1500	30 Comme	Nbr of Spots 1	1	1	1500
Weekly Totals: Total Spots(Ord Spots)					7	4	11	

Grand Totals

Totals		10/01	Month 10 Weeks: 4	10/08
Spots	11	7		4
Cost	42750	17900		24850

Grand Totals:

Spots:	11
Gross Total:	42,750.00
Commission:	6,412.50
Net Total:	36,337.50

SEP24/12 09.02
***** WFLA-TV *****

BUYER NAME EMILY MILHOAN

SALES PRSN WA- MEGHAN MCGARR (H)

ALEXANDRIA, VA 22314

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP24/12 09.02

TTL \$42,750 @10X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AMERICAN CROSSROADS

33

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 953
AGENCY PRODUCT CODE = 27

1	1000A-1030A	30	\$350.00	10/5	10/5	1	FRI	1
---	-------------	----	----------	------	------	---	-----	---

```
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM
```

2	1000A-1030A	30	\$350.00	10/8	10/8	1	MON	1
---	-------------	----	----------	------	------	---	-----	---

PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM

3	1000E-1100E	30	\$7,000.00	10/8	10/8	1	MON	1
---	-------------	----	------------	------	------	---	-----	---

PROGRAM : REVOLUTION
CON COM1: REVOLUTION

9/25/12 FZ

REP HEADLINE# 6333107
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP24/12 09.02
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

4			800P-1000P	30		16000.00	10/8	10/8	1		MON	1
PROGRAM : THE VOICE												
CON COM1: THE VOICE												

5			1000A-1030A	30		\$350.00	10/4	10/4	1		THU	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												

6			1000P-1100P	30		\$7,000.00	10/4	10/4	1		THU	1
PROGRAM : ROCK CENTER W/ BRIAN WILLIAMS												
CON COM1: ROCK CENTER W/ BRIAN WILLIAMS												

7			1000A-1030A	30		\$350.00	10/2	10/2	1		TUE	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												

8			1000P-1100P	30		\$5,000.00	10/2	10/2	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												

9			1000A-1030A	30		\$350.00	10/3	10/3	1		WED	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												

10			900P-1000P	30		\$6,000.00	10/3	10/3	1		WED	1
PROGRAM : LAW & ORDER SVU												
CON COM1: LAW & ORDER SVU												

1 MIA - PITS Debatc.

OCT/12 42750.00 CONTRACT TOTAL 42750.00
 TOTAL SPOTS 10

MARKET TOTALS \$203,571 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE.
 SVC- NSI
 DEMOS- RA35+*

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 780 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 36750	Campaign Ref: E:063331070
Buyer: ..	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a News ...F..	01	350	30 Comme	Nbr of Spots	1	1	350
2	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
3	Mon 10p ET / 9p CT Revolution M.....	02	7000	30 Comme	Nbr of Spots	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice M.....	02	16000	30 Comme	Nbr of Spots	1	1	16000
5	M-F 10a News ...T...	01	350	30 Comme	Nbr of Spots	1	1	350
6	Thu 10p ET / 9p CT Rock Center ...T...	01	7000	30 Comme	Nbr of Spots	1	1	7000
7	M-F 10a News T.....	01	350	30 Comme	Nbr of Spots	1	1	350
8	Tue 10p ET / 9p CT Parenthood T.....	02	5000	30 Comme	Nbr of Spots	1	1	5000
9	M-F 10a News	01	350	30 Comme	Nbr of Spots	1	1	350
Weekly Totals: Total Spots(Ord Spots)					6	3	9	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 780 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 36750	Campaign Ref: E:063331070
Buyer: ..	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
..W....								
Weekly Totals: Total Spots(Ord Spots)					6	3	9	

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	9		6
Cost	36750		13400
			23350

Grand Totals:

Spots:	9
Gross Total:	36,750.00
Commission:	5,512.50
Net Total:	31,237.50